

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Music Business
2	Course Code	US1462
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	N/A

6	Course Description
	If you are interested in a career promoting and managing live music events, working with artists, creating music media content, working with digital data, and want to understand the wider creative and cultural industry of music, then our BA (Hons) in Music Business is the ideal course for you. We will support you in developing innovative and creative entrepreneurial skills and approaches needed not just to work in, but to shape the exciting and dynamic, multi-platform music industries. Studying in our industry-standard media centre in the heart of Birmingham, you will be taught in a friendly, supportive learning community by academics with industry experience to use state-of-the-art facilities and software. You will benefit from cutting-edge knowledge and research from our active popular music and music industries research community, who not only produce internationally recognised research and publications, but also contribute their expertise to the course. The ways in which we consume, conceptualise, and interact with music is being constantly redefined in the face of rapid technological change. Driving this transformation is the demand for music media content, as evolving services and features that allow fans and audiences to interact and play with music rather than just play music. On this course, you will develop music business and music media content production skills through a combination of hands-on learning, supported by critical investigation into the national and international music industries, creative music cultures and their practices, and music business issues. Using Birmingham's vibrant and dynamic music scenes and cultures as our learning 'laboratory', you will have the opportunity to apply these skills and knowledge by designing and developing your own projects that speak to your interests, strengths, and future career aspirations in the music industries. The course provides opportunities to collaborate with local and national music businesses and stakeholders, alongside work placements with key organisations within the UK music industries.

	You could also be nominated for one of our two Music Industries awards, sponsored by two of the musical icons of the West Midlands - Ozzy Osbourne of Black Sabbath and Brian Travers of UB40.
--	--

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Music Business	6	360
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Music Business	4	120
	Diploma of Higher Education Music Business	5	240
	Bachelor of Arts Music Business	6	300

8	Variation from the University Regulations
	Not applicable

9	Delivery Patterns			
	Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
	Full-time	City Centre	3 years	US1462
	Professional Placement Year	City Centre	4 years	US1464

10	Entry Requirements
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk , or may be found by searching for the course entry profile located on the UCAS website.

11	Course Aims
	The aims of the course are to: • provide an intellectually stimulating experience of learning and studying • equip students with the skills, knowledges and practices of the music business and music media content creation • develop students as critical and analytical thinkers and researchers, creative problem solvers, skilled practitioners, effective and competent communicators, and employable creators. • enable students in developing innovative, creative, and entrepreneurial responses to a diverse range of cultural, market and organisational needs. • give students agency in their own academic and professional development and become connected, industry-ready professionals. • to equip students with the skills and knowledge needed to secure employment in the UK and international music industries

12	Course Learning Outcomes
	Knowledge and Understanding
1	Evaluate the historical, cultural, economic, political, and regulatory contexts of the music business and related music industries.
2	Recognise the strengths and limitations of a range of research approaches related to a study of the music business and apply and critique them creatively.
3	Analyse music's media forms and genres, and the ways in which they organise understandings, meanings and affects.
4	Understand the value of entrepreneurial, innovative, and creative approaches and processes in the production of practical media work.
5	Identify existing music business and related music industries norms and practices and critique emerging commercial and cultural trends.
	Skills and other attributes
6	Initiate, manage and complete sustained and substantial independent projects.
7	Evaluate your own work in a critically reflexive manner, with reference to academic and professional issues, debates, and conventions.
8	Utilise appropriate research and analytical methods to analyse texts, data, and creative and innovative practice in order to draw sensible insights.
9	Apply creative thinking to develop solutions that recognise the value of innovation, experimentation and taking risks, learning from constructive failure and shaping concepts based on secure research strategies.
10	Communicate ideas effectively in interpersonal settings, orally, in writing and in a variety of media.

13	Level Learning Outcomes
	<i>Upon completion of Level 4 / the Certificate of Higher Education, you will be able to:</i>
1	Develop a range of transition skills to successfully study at university level.

2	Engage with a range of core concepts which underpin music business and music industries cultures and practices.
3	Identify and create media content within a music business context.
4	Reflect critically on your individual performance.
<i>Upon completion of Level 5 / the Diploma of Higher Education, you will be able to:</i>	
1	Contextualise knowledge and understanding of music business theory and practice.
2	Consolidate advanced music media content and planning skills developed to reach a wide range of audiences.
3	Reflect critically on the social and economic impact of the music business and related industries.
4	Show an awareness of academic, professional, and personal opportunities.
5	Critically engage with contemporary issues related to creative industries, culture and society.
<i>Upon completion of 60 credits at Level 6 / the Bachelors Degree, you will be able to:</i>	
1	Demonstrate a sophisticated and critical understanding of music business and music industries concepts and practices.
2	Synthesize insights gained from a broad range of music business and media modules through Interdisciplinary working.
3	Apply professional level knowledge and skills within real world contexts.
4	Be industry ready and equipped for pursuing a career in the music industries.

14	Course Learning, Teaching and Assessment Strategy
	All of our taught courses align with our Learning, Teaching and Assessment strategy. This ensures that the teaching on your course will be shaped by the expertise in research and practice of our academic staff. The relationship between research and teaching ensures we can offer a curriculum that incorporates advances in research, emphasises the processes for producing knowledge and adopts an inquiry-based approach, designed to encourage new ideas and experimentation. Our strategy also ensures that the curriculum on your course will be designed and delivered inclusively. Our inclusive approach to curriculum and pedagogy reflects the wide range of contemporary issues which are of concern to our diverse student and staff population. This results in a curriculum which positively engages with and is willing to address and discuss issues of social justice and equality. Our approach is aimed at supporting the building of academic communities of practice and fostering high levels of scholarly professionalism in our students. All courses embed distinctive graduate attributes relevant to the subject and we hope that you will find your course engaging, challenging, stimulating and fun. How you will learn: Your learning will be through a mixture of lectures, practical workshops and seminars. Your course also provides an opportunity to undertake work-based learning through a placement. We embed flexible opportunities for you to access your curriculum including recorded lectures, blended learning, on-campus delivery and intensive delivery of some modules. We recognise that students progress to higher education from a variety of educational experiences and that university is a

completely new educational environment for most of you. For that reason, you will find that in your first year with us there is a focus on supporting your transition which places an emphasis on developing both the confidence and the competencies required for being successful at your university assignments. Where appropriate, we will bring in external speakers or arrange visits relevant to your specialism. These may be from industry or be focused on a particular specialist academic interest. We have excellent links with industry, community and scholarly partners which we draw on to enhance your learning experience.

How you will be assessed:

All our assessments are designed to ensure that you meet the learning outcomes of your modules and thus of the course overall. Assessment types may include written research reports, essays, case studies, practical work, portfolios and presentations. There are no formal examinations on your course, but short classroom tests may be included within an element of assessment. You will be assessed as an individual but there may be times when you will be asked to work within teams and submit assessments as groups. All modules offer chances for formative assessment, that is, informal assessments that are used to assess your understanding before the final submission of your work. Formative assessments also help inform the teaching strategy within a module, identifying areas where we can offer extra help and guidance. We will offer tutorials and a chance for you to discuss your draft assessments before you submit them. Once marked, we will give formal feedback and 'feed forward' on all work submitted, aimed at helping you improve future submissions.

What we expect of you:

Your course is designed so that you experience learning through inquiry: questioning, investigating, examining, exploring, analysing and creating. By engaging fully with your studies and taking up the support we offer you, you will gain the confidence and skills you need to be successful in your studies. As you progress through your course, we will increasingly expect you to study independently. In your final year you will undertake a major project for which you will receive supervision, but we will expect you to organise your learning and undertake independent research. By the end of the course, as a result of your full engagement with your studies, you will be able to begin the next stage of your life as a confident, resilient and socially aware person.

15	Course Requirements																																																																		
15a	Level 4: <i>In order to complete this course, you must successfully complete all the following CORE modules (totalling 120 credits):</i> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MED4176</td><td>Creating Music Media Content</td><td>20</td></tr><tr><td>MED4196</td><td>Understanding Media Texts, Industries and Audiences</td><td>20</td></tr><tr><td>MED4195</td><td>Investigating Media Texts, Industries and Audiences</td><td>20</td></tr><tr><td>MED4193</td><td>Music, Commerce and Culture</td><td>20</td></tr><tr><td>MED4192</td><td>Music Cities</td><td>20</td></tr><tr><td>MED4194</td><td>Community and Industry Collaboration</td><td>20</td></tr></table> Level 5: <i>In order to complete this course, you must successfully complete all the following CORE modules (totalling 60 credits):</i> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MED5241</td><td>Digital Music, Data and Media</td><td>20</td></tr><tr><td>MED5242</td><td>Music Business Ecologies</td><td>20</td></tr><tr><td>MED5243</td><td>Music Business Promotional Practices</td><td>20</td></tr></table> <i>In order to complete this course, you must successfully complete at least 20 credits from the following indicative list of CORE School modules.</i> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>ADM5000</td><td>Work Placement</td><td>20</td></tr><tr><td>ADM5001</td><td>Live Project</td><td>20</td></tr><tr><td>ADM5006</td><td>Collaborative Practice</td><td>20</td></tr></table> <i>In order to complete this course, you must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.</i> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MED5159</td><td>Bi-Media Drama</td><td>20</td></tr><tr><td>MED5164</td><td>Comedy in the Media and Popular Culture</td><td>20</td></tr><tr><td>MED5168</td><td>Fandoms and Subcultures</td><td>20</td></tr><tr><td>MED5181</td><td>Photojournalism</td><td>20</td></tr><tr><td>MED5196</td><td>Television Studio</td><td>20</td></tr><tr><td>MED5202</td><td>Creating Compelling Content</td><td>20</td></tr></table>	Module Code	Module Name	Credit Value	MED4176	Creating Music Media Content	20	MED4196	Understanding Media Texts, Industries and Audiences	20	MED4195	Investigating Media Texts, Industries and Audiences	20	MED4193	Music, Commerce and Culture	20	MED4192	Music Cities	20	MED4194	Community and Industry Collaboration	20	Module Code	Module Name	Credit Value	MED5241	Digital Music, Data and Media	20	MED5242	Music Business Ecologies	20	MED5243	Music Business Promotional Practices	20	Module Code	Module Name	Credit Value	ADM5000	Work Placement	20	ADM5001	Live Project	20	ADM5006	Collaborative Practice	20	Module Code	Module Name	Credit Value	MED5159	Bi-Media Drama	20	MED5164	Comedy in the Media and Popular Culture	20	MED5168	Fandoms and Subcultures	20	MED5181	Photojournalism	20	MED5196	Television Studio	20	MED5202	Creating Compelling Content	20
Module Code	Module Name	Credit Value																																																																	
MED4176	Creating Music Media Content	20																																																																	
MED4196	Understanding Media Texts, Industries and Audiences	20																																																																	
MED4195	Investigating Media Texts, Industries and Audiences	20																																																																	
MED4193	Music, Commerce and Culture	20																																																																	
MED4192	Music Cities	20																																																																	
MED4194	Community and Industry Collaboration	20																																																																	
Module Code	Module Name	Credit Value																																																																	
MED5241	Digital Music, Data and Media	20																																																																	
MED5242	Music Business Ecologies	20																																																																	
MED5243	Music Business Promotional Practices	20																																																																	
Module Code	Module Name	Credit Value																																																																	
ADM5000	Work Placement	20																																																																	
ADM5001	Live Project	20																																																																	
ADM5006	Collaborative Practice	20																																																																	
Module Code	Module Name	Credit Value																																																																	
MED5159	Bi-Media Drama	20																																																																	
MED5164	Comedy in the Media and Popular Culture	20																																																																	
MED5168	Fandoms and Subcultures	20																																																																	
MED5181	Photojournalism	20																																																																	
MED5196	Television Studio	20																																																																	
MED5202	Creating Compelling Content	20																																																																	

MED5217	Digital Storytelling	20
MED5219	Radio Documentary and Podcast Production	20
MED5230	Commercial Photography	20
MED5234	Emotion, Media and Culture	20
MED5258	Climate Change, Media Work and You	20
MED5251	Television From Small Screens to Smart Screens	20
MED5244	Graphic Design	20
MED5247	PR Campaign Planning	20
MED5261	Digital Creators Lab Media and Journalism	20
MED5249	Exploring PR, social media and influencers	20
MED5250	Live Music and Media	20
MED5245	Live Radio Production	20

Professional Placement Year (optional)

In order to qualify for the Professional Placement Year, you must successfully complete the following Level 5 module:

Module Code	Module Name	Credit Value
PLA5003	Professional Placement	120

Level 6:

In order to complete this course, you must successfully complete all the following CORE modules (totalling 40 credits):

Module Code	Module Name	Credit Value
MED6224	Music Business Innovation and Enterprise	20
MED6228	Major Project Preparation	20

In order to complete this course, you must successfully complete one module from the following list of CORE-OPTION modules (worth 40 credits)

Module Code	Module Name	Credit Value
MED6225	Major Project - Dissertation	40
MED6226	Major Project - Hybrid	40
MED6227	Major Project - Production	40

In order to complete this course, you must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MED6174	Media Activism	20
MED6196	Understanding Social Media: Practices, Cultures and Debates	20
MED6210	Digital Futures	20
MED6212	Creative Camera	20
MED6215	Radio Station	20
EGL6155	Audio Drama and Podcast Writing	20
MED6233	Audience and User Experience	20
MED6230	Gender, Sexuality and the Body	20
MED6236	Race, Media and Culture	20
MED6232	Popular Music Narratives	20
MED6231	Media Production Company	20
MED6235	Communication in Action	20
MED6229	Feature Writing for News Media	20

15b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Level 4

SEMESTER ONE	SEMESTER TWO
Core modules: MED4196 Understanding Media Texts, Industries and Audiences (20 credits) MED4192 Music Cities (20 credits) MED4176 Creating Music Media Content (20 credits)	Core modules: MED4195 Investigating Media Texts, Industries and Audiences (20 credits) MED4193 Music Commerce and Culture (20 credits) MED4194 Community and Industry Collaboration (20 credits)

Level 5

SEMESTER ONE	SEMESTER TWO
Core modules: MED5242 Music Business Ecologies (20 credits) MED5241 Digital Music, Data and Media (20 credits)	MED5243 Music Business Promotional Practices (20 credits) Faculty Module - OPTION ADM5000 Work Placement (20 credits) Or

	ADM5001 Live Project (20 credits) Or ADM5006 Collaborative Practice (20 credits)
Option module (20 credits). One from: • MED5181 Photojournalism • MED5245 Live Radio Production • MED5196 Television Studio • MED5164 Comedy in the Media and Popular Culture • MED5168 Fandoms and Subcultures • MED5246 Media and Environment • MED5244 Graphic Design • MED5247 PR Campaign Planning • MED5202 Creating Compelling Content	Option module (20 credits). One from: • MED5230 Commercial Photography • MED5159 Bi-Media Drama • MED5234 Emotion, Media and Culture • MED5251 Television From Small Screens to Smart Screens • MED5219 Radio Documentary and Podcast Production • MED5261 Digital Creators Lab Media and Journalism • MED5249 Exploring PR, social media and influencers • MED5250 Live Music and Media • MED5217 Digital Storytelling

Level 6

SEMESTER ONE	SEMESTER TWO
Core modules: MED6224 Music Business Innovation and Enterprise (20 credits) MED6228 Major Project Preparation (20 credits)	Core-option module: MED6225 Major Project - Dissertation (40 credits) Or MED6226 Major Project - Hybrid (40 credits) Or MED6227 Major Project – Production (40 credits)
Option module (20 credits). One from: • MED6229 Feature Writing for News Media • MED6215 Radio Station • MED6231 Media Production Company • MED6230 Gender, Sexuality and the Body • MED6232 Popular Music Narratives • MED6196 Understanding Social Media: Practices, Cultures and Debates	Option module (20 credits). One from: • MED6210 Digital Futures • MED6174 Media Activism • MED6236 Race, Media and Culture • MED6233 Audience and User Experience • MED6212 Creative Camera • MED6235 Communication in Action • EGL6155 Audio Drama and Podcast Writing

Professional Placement Year (Optional):

Students on the Professional Placement Year version of this course will undertake their placement after their second year of study. They will then return to complete their third year as indicated above.

16 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g., coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	720
Private Study	264
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	90%
Exam	0%
In-Person	10%

Level 5

Workload

16% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	190
Directed Learning	730
Private Study	260
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0%
In-Person	0%

Level 6

Workload

13% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	150
Directed Learning	714
Private Study	336
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0%
In-Person	0%